Creating a collaborative network in the oil and gas industry
IT and communications upgrade projects are essential to fuel and sustain business growth – and this requirement is no more evident than in the oil and gas industry.

Faced with distributed operations conducted in remote, environmentally challenging locations, this industry is not only demanding of its employees, but also of the technologies utilized in day-to-day operations. It’s an industry where even the tiniest fraction of efficiency gains can mean the difference between a viable operation and failure. By operating and deploying a collaborative telecommunications infrastructure, oil and gas organizations can leverage this technology for greater employee productivity and reduced operating and capital costs. Employing a secure all IP Network with SIP trunking will help deliver an integrated platform for collaboration while simplifying the management of voice, data and Internet services.

You want to:

- **Mitigate the risk of network failure** and losing access to your valuable data
- **Connect and collaborate more effectively with distributed workers** for quick dissemination of information – in emergency response situations to promote employee safety or for daily communications
- **Control your capital expenditures and operating costs**
- **Ensure data gets transmitted quickly, efficiently and securely** to ensure efficient business operations and better employee productivity
- **Create the ability to scale your IT and communications infrastructure up or down** as the size of your operations and workforce changes with new or completed projects

You are challenged with:

- **Employee safety and security** in the field
- **Maintaining an executable disaster recovery plan**
- **Connecting remote workers**
- **An industry in flux**
- **Shrinking margins**
- **An aging workforce combined with a skills shortage**
- **Increased globalization** and pressure from larger, well-financed competitors
- **Public concerns** about environmental footprint/sustainability

With increased globalization, the gap between geographic markets is shrinking and driving the need to be more competitive. And as the workforce ages, attracting new talent with the right skills is imperative to survive and grow. Business transformation is a consistent theme in the petroleum industry. Oil and gas organizations need to partner with an IT and communications service provider that understands these business challenges and can address them through the thoughtful application of reliable, secure and cost-effective solutions.
<table>
<thead>
<tr>
<th>Objective</th>
<th>Technology Solution</th>
<th>Use Case</th>
</tr>
</thead>
</table>
| Disaster recovery plan – mitigate the risk of network failure and data loss | → Managed Business IP (MPLS)  
→ Internet  
→ Cloud Infrastructure as a Service (IaaS)  
→ DDoS protection  
→ Managed Security (a scalable, secure, high speed network) | Managed Hosting solutions combined with backup services can protect valuable environmental data from being lost during a production incident |
| Connect workers, increase productivity and operational efficiencies | → MPLS  
→ SIP trunking  
→ Unified Communications (collaboration – voice, video, presence, instant message) | Field workers in remote locations can effectively communicate instructions in an emergency management situation and save valuable time |
| Manage costs | → Allstream Hosted Collaboration Solution (HCS)  
→ SIP trunking  
→ IP converged network | Converging voice, data and hardware onto one network helped one intermediate-sized oil and gas company save 30% in capital costs |
| Improve productivity and efficiency by minimizing the impact of network latency on the performance of key applications | → Managed WAN Optimization  
→ Business IP | Share large amounts of geophysical data and virtual models in seconds, even with distributed project teams |
| Scale your IT infrastructure as business requirements demand | → Allstream HCS  
→ Business IP + SIP trunking | Collaboration tools can be quickly deployed in a drilling environment that is distributed and mobile |

“Cambridge Energy Research Association (CERA) found that digital oilfields increase production by 2 to 10 percent over their non-digital counterparts [and] digital oilfields save US $4 to 8 billion in annual operational costs.” ¹

There are many alternative paths forward that need to be considered before choosing a collaboration solution set that works for your business. Before making any decisions, it’s important to ask a few key questions:

→ Do you have the IP network that is foundational for a more productive workflow among dispersed employees, partners and customers?

→ Do you have the in-house or partner expertise to build a coherent network roadmap to help you achieve your collaboration goals, with minimal risk?

→ Do you have the resources in house or through partners to evolve your network today and for the future while managing costs and improving network performance?

→ Which UC capabilities will deliver the most benefits to your business?

However you answer these questions, your collaboration strategy expectations should remain the same. You require solutions that address specific business needs and that may combine elements such as virtualization, cloud, mobile, SIP trunking, security and WAN optimization.
Why Allstream?

Working with a service provider that understands your business and the challenges facing your industry will ease your organization’s transition to a converged network and the implementation of advanced collaboration services.

Allstream is the only national communications provider working exclusively with business customers. Our focus is helping you simplify IT operations to improve productivity, maximize performance and manage costs. Our IP solutions are delivered on a reliable, fully managed, secure national network and backed by our industry-leading commitment to customer service: The Allstream Service Guarantee.

Driven by the expertise of our 2,500 employees across Canada, we operate a 30,000 km fibre-optic network combining advanced IP connectivity, digital switching, Ethernet-featured services, and the latest security technologies. Our portfolio includes the highest-capacity voice, data and Internet connections, unified communications, and managed services, all flexibly designed for the needs of large, mid-market and small businesses.

We can help you compete more profitably by converging voice and data over a single, reliable, end-to-end infrastructure that delivers exceptional quality of service between metropolitan centres.

Call us today at

1 877 288-7253

or visit/follow us at

allstream.com

eIP  t  in